



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

AgM

Advertiser Pol/Iss/NC Supreme Court Race (17043)
Agency Innovative Advertising (2144)
Buyer GUERRA, HEIDI
Salesperson Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Product Political - Issue (1068)
Brand 1039 (140777)
Acct Types National/Political
Est/Headline 1023/06400384
Demo
Revision
Comments NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE

Invoice 654177
Inv Date 11/25/2012
Terms Net 30
Contract 339357
Bill Type Standard
Period 10/29/2012 - 11/25/2012

CD-OP/Order Type No/Normal
Package
Gen. Date 11/27/2012 2:07:41PM

DUPLICATE INVOICE

Charlotte (WSOC)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Spot	4:30:00AM- 4:59:00AM	Day, W-1, Th-1, F-1	10/31/12 4:44AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001NOISEH	\$75.00	
1.0	Spot	4:30:00AM- 4:59:00AM	Day, W-1, Th-1, F-1	11/01/12 4:53AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001NOISEH	\$75.00	
1.0	Spot	4:30:00AM- 4:59:00AM	Day, W-1, Th-1, F-1	11/02/12 4:44AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001NOISEH	\$75.00	
2.0	Spot	4:30:00AM- 4:59:00AM	Day, M-1, Tu-1	11/05/12 4:38AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001NOISEH	\$275.00	
2.0	Spot	4:30:00AM- 4:59:00AM	Day, M-1, Tu-1	11/06/12 4:39AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001NOISEH	\$275.00	
3.0	Spot	5:00:00AM- 5:30:00AM	Day, W-1, Th-1, F-1	10/31/12 5:09AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$650.00	
3.0	Spot	5:00:00AM- 5:30:00AM	Day, W-1, Th-1, F-1	11/01/12 5:07AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$650.00	
3.0	Spot	5:00:00AM- 5:30:00AM	Day, W-1, Th-1, F-1	11/02/12 5:14AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$650.00	
4.0	Spot	5:00:00AM- 5:30:00AM	Day, M-1, Tu-1	11/05/12 5:09AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$650.00	
4.0	Spot	5:00:00AM- 5:30:00AM	Day, M-1, Tu-1	11/06/12 5:23AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$650.00	
5.0	Spot	5:30:00AM- 6:00:00AM	Day, W-1, Th-1, F-1	10/31/12 5:44AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$700.00	
5.0	Spot	5:30:00AM- 6:00:00AM	Day, W-1, Th-1, F-1	11/01/12 5:44AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$700.00	
5.0	Spot	5:30:00AM- 6:00:00AM	Day, W-1, Th-1, F-1	11/02/12 5:59AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	NCSC001NOISEH	\$700.00	
6.0	Spot	5:30:00AM- 6:00:00AM	Day, M-1, Tu-1	11/05/12 5:29AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001NOISEH	\$700.00	
6.0	Spot	5:30:00AM- 6:00:00AM	Day, M-1, Tu-1	11/06/12 5:58AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	NCSC001NOISEH	\$1600.00	
7.0	Spot	8:00:00AM- 9:00:00AM	Day, W-1, Th-1, F-1	10/31/12 8:48AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001NOISEH	\$1600.00	
7.0	Spot	8:00:00AM- 9:00:00AM	Day, W-1, Th-1, F-1	11/01/12 8:49AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001NOISEH	\$1600.00	
7.0	Spot	8:00:00AM- 9:00:00AM	Day, W-1, Th-1, F-1	11/02/12 8:41AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001NOISEH	\$1600.00	
8.0	Spot	8:00:00AM- 9:00:00AM	Day, M-1, Tu-1	11/05/12 8:41AM (Mo)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001NOISEH	\$1600.00	
8.0	Spot	8:00:00AM- 9:00:00AM	Day, M-1, Tu-1	11/06/12 8:42AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001NOISEH	\$500.00	
9.0	Spot	9:00:00AM- 10:00:00AM	Day, W-1, Th-1, F-1	10/31/12 9:57AM (We)	00:30	LIVE! WITH KELLY	NCSC001NOISEH	\$500.00	
9.0	Spot	9:00:00AM- 10:00:00AM	Day, W-1, Th-1, F-1	11/01/12 9:43AM (Th)	00:30	LIVE! WITH KELLY	NCSC001NOISEH	\$500.00	
9.0	Spot	9:00:00AM- 10:00:00AM	Day, W-1, Th-1, F-1	11/02/12 9:39AM (Fr)	00:30	LIVE! WITH KELLY	NCSC001NOISEH	\$500.00	
10.0	Spot	9:00:00AM- 10:00:00AM	Day, M-1, Tu-1	11/05/12 9:46AM (Mo)	00:30	LIVE! WITH KELLY	NCSC001NOISEH	\$500.00	
10.0	Spot	9:00:00AM- 10:00:00AM	Day, M-1, Tu-1	11/06/12 9:32AM (Tu)	00:30	LIVE! WITH KELLY	NCSC001NOISEH	\$1500.00	
11.0	Spot	9:00:00AM- 10:00:00AM	Day, Su-1	11/04/12 9:59AM (Su)	00:30	THIS WEEK WITH GEORGE STEPHANOPOULOS	NCSC001NOISEH	\$600.00	
12.0	Spot	10:00:00AM- 11:00:00AM	Day, W-1, Th-1, F-1	10/31/12 10:47AM (We)	00:30	KATIE COURIC	NCSC001NOISEH	\$600.00	
12.0	Spot	10:00:00AM- 11:00:00AM	Day, W-1, Th-1, F-1	11/01/12 10:22AM (Th)	00:30	KATIE COURIC	NCSC001NOISEH	\$600.00	
12.0	Spot	10:00:00AM- 11:00:00AM	Day, W-1, Th-1, F-1	11/02/12 10:48AM (Fr)	00:30	KATIE COURIC	NCSC001NOISEH	\$600.00	
13.0	Spot	10:00:00AM- 11:00:00AM	Day, M-1, Tu-1	11/05/12 10:13AM (Mo)	00:30	KATIE COURIC	NCSC001NOISEH	\$600.00	
13.0	Spot	10:00:00AM- 11:00:00AM	Day, M-1, Tu-1	11/06/12 10:47AM (Tu)	00:30	KATIE COURIC	NCSC001NOISEH	\$650.00	
14.0	Spot	12:00:00PM- 1:00:00PM	Day, W-1, Th-1, F-1	10/31/12 12:57PM (We)	00:30	EYEWITNESS NEWS 12P	NCSC001NOISEH	\$650.00	
14.0	Spot	12:00:00PM- 1:00:00PM	Day, W-1, Th-1, F-1	11/01/12 12:42PM (Th)	00:30	EYEWITNESS NEWS 12P	NCSC001NOISEH	\$650.00	
14.0	Spot	12:00:00PM- 1:00:00PM	Day, W-1, Th-1, F-1	11/02/12 12:55PM (Fr)	00:30	EYEWITNESS NEWS 12P	NCSC001NOISEH	\$650.00	
15.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1, Tu-1	11/05/12 12:55PM (Mo)	00:30	EYEWITNESS NEWS 12P	NCSC001NOISEH	\$650.00	
15.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1, Tu-1	11/06/12 12:54PM (Tu)	00:30	EYEWITNESS NEWS 12P	NCSC001NOISEH	\$1700.00	
16.0	Spot	5:30:00PM- 6:00:00PM	Day, W-1, Th-1, F-1	10/31/12 5:43PM (We)	00:30	EYEWITNESS NEWS 530P	NCSC001NOISEH	\$1700.00	
16.0	Spot	5:30:00PM- 6:00:00PM	Day, W-1, Th-1, F-1	11/01/12 5:53PM (Th)	00:30	EYEWITNESS NEWS 530P	NCSC001NOISEH	\$1700.00	
16.0	Spot	5:30:00PM- 6:00:00PM	Day, W-1, Th-1, F-1	11/02/12 5:43PM (Fr)	00:30	EYEWITNESS NEWS 530P	NCSC001NOISEH	\$1700.00	



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Advertiser Pol/Iss/NC Supreme Court Race (17043)
Agency Innovative Advertising (2144)
Buyer GUERRA,HEIDI
Salesperson Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 654177
Inv Date 11/25/2012
Terms Net 30
Contract 339357
Bill Type Standard
Period 10/29/2012 - 11/25/2012

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

AgM

Product Political - Issue (1068)
Brand 1039 (140777)
Acct Types National/Political
Est/Headline 1023/06400384
Demo
Revision
Comments NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE

CD-OP/Order Type No/Normal
Package
Gen. Date 11/27/2012 2:07:41PM

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DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
17.1	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1	11/05/12 5:52PM (Mo)	00:30	EYEWITNESS NEWS 530P	NCSC001NOISEH	\$1700.00	
17.1	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1	11/06/12 5:42PM (Tu)	00:30	EYEWITNESS NEWS 530P	NCSC001NOISEH	\$1700.00	
18.0	Spot	6:00:00PM- 6:30:00PM	Day,W-1,Th-1,F-1	10/31/12 6:21PM (We)	00:30	EYEWITNESS NEWS 6P	NCSC001NOISEH	\$2000.00	
18.0	Spot	6:00:00PM- 6:30:00PM	Day,W-1,Th-1,F-1	11/01/12 6:29PM (Th)	00:30	EYEWITNESS NEWS 6P	NCSC001NOISEH	\$2000.00	
18.0	Spot	6:00:00PM- 6:30:00PM	Day,W-1,Th-1,F-1	11/02/12 6:29PM (Fr)	00:30	EYEWITNESS NEWS 6P	NCSC001NOISEH	\$2000.00	
19.0	Spot	6:00:00PM- 6:30:00PM	Day,M-2	11/05/12 6:14PM (Mo)	00:30	EYEWITNESS NEWS 6P	NCSC001NOISEH	\$2000.00	
19.0	Spot	6:00:00PM- 6:30:00PM	Day,M-2	11/05/12 6:29PM (Mo)	00:30	EYEWITNESS NEWS 6P	NCSC001NOISEH	\$2000.00	
20.0	Spot	7:00:00PM- 7:30:00PM	Day,Sa-1	11/03/12 7:58PM (Sa)	00:30	EYEWITNESS NEWS 7P SATURDAY	NCSC001NOISEH	\$900.00	
21.0	Spot	6:00:00PM- 6:30:00PM	Day,Su-1	11/04/12 6:12PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	NCSC001NOISEH	\$1100.00	
22.0	Spot	7:00:00PM- 7:30:00PM	Day,W-1,Th-1,F-1	10/31/12 7:26PM (We)	00:30	INSIDE EDITION	NCSC001NOISEH	\$2000.00	
22.0	Spot	7:00:00PM- 7:30:00PM	Day,W-1,Th-1,F-1	11/01/12 7:20PM (Th)	00:30	INSIDE EDITION	NCSC001NOISEH	\$2000.00	
22.0	Spot	7:00:00PM- 7:30:00PM	Day,W-1,Th-1,F-1	11/02/12 7:14PM (Fr)	00:30	INSIDE EDITION	NCSC001NOISEH	\$2000.00	
23.0	Spot	7:00:00PM- 7:30:00PM	Day,M-2	11/05/12 6:59PM (Mo)	00:30	ABC WORLD NEWS TONIGHT	NCSC001NOISEH	\$2000.00	
23.0	Spot	7:00:00PM- 7:30:00PM	Day,M-2	11/05/12 7:24PM (Mo)	00:30	ABC WORLD NEWS TONIGHT	NCSC001NOISEH	\$2000.00	
24.0	Spot	8:00:00PM-10:00:00PM	Day,M-1	11/05/12 8:25PM (Mo)	00:30	Dancing With The Stars	NCSC001NOISEH	\$9000.00	
25.0	Spot	12:00:00PM- 3:30:00PM	Day,Sa-1	11/03/12 1:58PM (Sa)	00:30	College Football Doubleheader	NCSC001NOISEH	\$3000.00	
26.0	Spot	3:30:00PM- 7:00:00PM	Day,Sa-1	11/03/12 7:29PM (Sa)	00:30	College Football Doubleheader	NCSC001NOISEH	\$3500.00	
27.0	Spot	8:00:00PM-11:30:00PM	Day,Sa-1	11/03/12 10:09PM (Sa)	00:30	Saturday Night Football	NCSC001NOISEH	\$5500.00	

Gross Total	\$78,875.00
Commission	(\$11,831.25)
Net Total	\$67,043.75

Total Spots 57

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.